



ALCHEMIC

TEMPORARY COLORING SYSTEM

Alchemic is the Davines line designed to intensify and brighten color on both natural and colored hair, thanks to new, highly biodegradable and natural formulas, with a high concentration of pure pigments. Available in six color families composed of a shampoo and a conditioner.

NATURALLY BEAUTIFUL COLORS

Chromatically enhanced formulations and highly sustainable, free from silicones, to combine cosmetic excellence with the quality of carefully selected ingredients, respecting both man and the environment.

OUR INVITE TO EXPERIMENT

Alchemic gives free rein to experimentation without a permanent effect. The 6 tones can be mixed together or used separately as desired.

HAIR FULL OF REFLECTS

Alchemic is formulated to revive your natural color, to preserve the intensity of the cosmetic color or to counteract unwanted reflects, even on grey or salt & pepper or platinum blonde hair.

SUSTAINABLE PACKAGING

The Alchemic bottles and pots are made of recycled plastic for the lowest possible environmental impact. In addition, the carbon dioxide emissions deriving from the production are offset through reforestation and woodland protection projects.

THE WORD ALCHEMIC IS LINKED TO ALCHEMY, AN ANCIENT SCIENCE BASED ON CHEMISTRY, THE OBSERVATION OF NATURE, KNOWLEDGE OF PLANTS, PHILOSOPHY AND GEOMETRY. THE ALCHEMIST WAS CONSIDERED A DEITY WITH THE POWER TO TRANSFORM NEW SUBSTANCES AND MATERIALS IN THE EXISTING WORLD.



SILVER SHAMPOO
280 ml
1000 ml



SILVER CONDITIONER
250 ml
1000 ml



CHOCOLATE SHAMPOO
280 ml



CHOCOLATE CONDITIONER
250 ml



COPPER SHAMPOO
280 ml



COPPER CONDITIONER
250 ml



GOLDEN SHAMPOO
280 ml



GOLDEN CONDITIONER
250 ml



RED SHAMPOO
280 ml



RED CONDITIONER
250 ml



TOBACCO SHAMPOO
280 ml



TOBACCO CONDITIONER
250 ml



ESSENTIAL HAIRCARE

DAILY HAIRCARE

Essential Haircare is a range of products for daily haircare with antioxidant and protective properties. It consists of nine families with simple and descriptive names that come from the abbreviation of their function.

SUSTAINABLE FORMULAS

Essential Haircare is made with high percentages of natural ingredients that are easily biodegradable to minimise the environmental impact.

HIGH-PERFORMING AND SPECIFIC FORMULAS

Each range meets the specific needs of different hair types and offers an immediate cosmetic treatment.

PROTECTING BIODIVERSITY

The products in each family contain an active ingredient from the Slow Food Foundation centre for Biodiversity. Each family's ingredient has its own story, face and name from those who cultivated them with personal care and dedication. The Centres are maintained by producers who work to preserve and maintain traditional products that are at risk of extinction, with the aim of protecting unique plant species, local traditions and craftsmanship.

ESSENTIAL DESIGN AND SUSTAINABLE PACKAGING

Essential Haircare products are held in sustainable packaging made with plastic from natural origins, which we invite you to reuse when empty. The carbon dioxide emissions deriving from their production are offset with reforestation and woodland protection projects.

OUR IDEAL OF RESPECT FOR PEOPLE AND THE ENVIRONMENT LED TO THE CREATION OF HIGH-LEVEL FORMULAS THAT PROTECT BIODIVERSITY. THEY ARE HELD IN TRANSPARENT CONTAINERS WITH A MINIMALIST DESIGN MADE TO PROTECT THEIR CONTENTS. WE BELIEVE THAT ALL THESE VIRTUES COMBINED EXPRESSES AUTHENTIC BEAUTY, IN LINE WITH OUR VIEW OF THE WORLD AROUND US.



MINU/

ILLUMINATING AND PROTECTIVE ACTION FOR COLORED HAIR



**MINU/
SHAMPOO**
75 ml | 250 ml
1000 ml | 5000 ml



**MINU/
CONDITIONER**
75 ml | 250 ml
1000 ml | 5000 ml



**MINU/
HAIR MASK**
75 ml | 250 ml | 1000 ml



**MINU/
HAIR SERUM**
150 ml

NOUNOU/

NOURISHING ACTION FOR DAMAGED OR DRY HAIR



**NOUNOU/
SHAMPOO**
75 ml | 250 ml
1000 ml | 5000 ml



**NOUNOU/
CONDITIONER**
75 ml | 250 ml
1000 ml | 5000 ml



**NOUNOU/
HAIR MASK**
75 ml | 250 ml | 1000 ml

LOVE SMOOTHING/

SMOOTHING ACTION FOR FRIZZY AND UNRULY HAIR



**LOVE/
SHAMPOO**

75 ml | 250 ml | 1000 ml



**LOVE/
CONDITIONER**

75 ml | 250 ml | 1000 ml



**LOVE/
HAIR SMOOTHER**

150 ml

LOVE CURL/

ELASTICIZING AND CONTROLLING
ACTION FOR WAVY AND CURLY HAIR



**LOVE/
CURL CLEANSING CREAM**
500 ml



**LOVE/
CURL SHAMPOO**
75 ml | 250 ml | 1000 ml



**LOVE/
CURL CONDITIONER**
75 ml | 250 ml | 1000 ml



**LOVE/
CURL HAIR MASK**
75 ml | 250 ml | 1000 ml



**LOVE/
CURL PRIMER**
150 ml



**LOVE/
CURL CREAM**
150 ml



**LOVE/
CURL CONTROLLER**
150 ml



**LOVE/
CURL REVITALIZER**
75 ml | 250 ml

VOLU/

VOLUMIZING ACTION FOR FINE AND LIMP HAIR



**VOLU/
SHAMPOO**
75 ml | 250 ml | 1000 ml



**VOLU/
HAIR MIST**
250 ml

SOLU/

ACTIVE REFRESHING ACTION FOR ALL TYPES OF HAIR



**SOLU/
SHAMPOO**
75 ml | 250 ml | 1000 ml | 5000 ml



**SOLU/
SEA SALT SCRUB CLEANSER**
75 ml | 250 ml

MOMO/

MOISTURISING ACTION FOR DRY
OR DEHYDRATED HAIR



**MOMO/
SHAMPOO**
75 ml | 250 ml | 1000 ml



**MOMO/
CONDITIONER**
75 ml | 250 ml | 1000 ml



**MOMO/
HAIR POTION**
150 ml

MELU/

ANTI-BREAKAGE AND SHINE
FOR LONG OR DAMAGED HAIR



**MELU/
SHAMPOO**
75 ml | 250 ml | 1000 ml



**MELU/
CONDITIONER**
75 ml | 250 ml | 1000 ml



**MELU/
HAIR SHIELD**
250 ml

DEDE/

DELICATE FOR DAILY USE



**DEDE/
SHAMPOO**
75 ml | 250 ml | 1000 ml



**DEDE/
CONDITIONER**
75 ml | 250 ml | 1000 ml



**DEDE/
HAIR MIST**
250 ml

LIQUIDS SIGNIFY MYSTERY AND ANCIENT CONNECTION; BEING INTRINSICALLY CHANGEABLE THEY MIGHT TAKE SHAPE AND MAGICALLY TURN INTO A SOLID SUBSTANCE. THIS INSPIRATION, COMBINED WITH SCIENTIFIC RESEARCH, LED TO THE CREATION OF LIQUID SPELL, A PRODUCT THAT CONDENSES THE BENEFITS OF LIQUIDS INTO FUNCTIONAL FORM TO OFFER HAIR A VISIBLE AND MATERIAL TRANSFORMATION, RESTORING BODY AND VIGOR.



LIQUID SPELL

REINFORCING BODIFYING FLUID

Liquid Spell is our special ally for sensitized or fine hair that needs strength and extra body. With each application, hair regains its original health and shine.

INNOVATIVE FORMULA AND TRANSFORMATIVE TEXTURE

Liquid Spell's precious liquid formula turns into a rich mousse to visibly transform the quality of the hair fibre. The formula, made without silicones, consists of a concentrate of amino acids, substances which are similar to the structure of hair and an exclusive thermo-activated molecule, which, when activated by heat, gives stronger, more compact and naturally shiny hair.

VERSATILE USE

The versatile and effective formula can be adapted to different hair types and beauty routines, without the need for a specific regimen. The mousse texture is easy to distribute for a quick application. The ease of use makes the product ideal also for maintenance at home.

SERVICES WITH A HIGH ADDED VALUE

Thanks to its easy and versatile use, Liquid Spell allows you to create customized services with a high added value in a few minutes. To extend the efficacy and the offer of services in salon, it can also be used in combination with other Davines products.

SUSTAINABLE PACKAGING

Packaging with a modern and minimalist design expresses the elegance of the product. The carbon dioxide emissions deriving from its production are offset through reforestation and woodland protection projects.



LIQUID SPELL
125 ml

THE CIRCLE CHRONICLES WAS CREATED BY DRAWING INSPIRATION FROM THE TRENDS AND DESIRES OF TODAY'S DEMANDING MARKET. IMMEDIATE RESULTS, SHARING MOMENTS OF EVERYDAY LIFE ONLINE AND OFFLINE, CONSTANTLY SEEKING OUT NEW AND EXTRAORDINARY EXPERIENCES, WITHOUT NEGLECTING PHYSICAL AND MENTAL WELL-BEING; THESE ARE THE VALUES OF THE MILLENNIALS, THE GENERATION THAT'S INFLUENCING THE PRESENT AND FUTURE.



THE CIRCLE CHRONICLES

ADVANCED, EFFECTIVE AND ECLECTIC HAIR MASKS

We all live our busy lives through a wide variety of situations and experiences, and as a result of this, our scalp and hair have specific needs. The Circle Chronicles is the ideal solution for wherever your life may take you; a line of scalp and hair masks designed to be active, effective and eclectic for treatments in the salon or at home.

INNOVATIVE FORMULAS WITH IMMEDIATE RESULTS

The Circle Chronicles masks are formulated to be extraordinarily effective with immediate results. They are enriched with active ingredients of natural origin: starting with clays, 100% natural bamboo charcoal and "super food" plants such as moringa butter and matcha tea extract, which are known for their many beneficial properties.

RETAIL-FRIENDLY SUSTAINABLE PACKAGING

The Circle Chronicles are available in a convenient and reusable pack, allowing you to mix & match your products and bring everything you need with you, wherever life takes you. The carbon dioxide emissions deriving from their production are compensated through reforestation projects.

MULTI-MASKING SERVICE

The Circle Chronicles was created to meet specific needs effectively. The needs of both skin and hair vary greatly and cannot always be met with a single product. At the salon, the Circle Chronicles masks can be combined to offer a customized multi-masking service for different areas of your hair: scalp, lengths and ends.



THE PURITY CIRCLE
50 ml
750 ml



THE QUICK FIX CIRCLE
50 ml
750 ml



THE RENAISSANCE CIRCLE
50 ml
750 ml



THE SPOTLIGHT CIRCLE
50 ml
750 ml



THE WAKE-UP CIRCLE
50 ml
750 ml



THE LET IT GO CIRCLE
50 ml
750 ml



THE RESTLESS CIRCLE
50 ml



NATURALTECH

TARGETED SOLUTIONS FOR SCALP AND HAIR CONDITIONS AND TO PREVENT SIGNS OF AGEING

Naturaltech is a range of products and treatments specifically formulated to prevent and resolve the most common skin and hair conditions, helping them regain the balance to restore their natural healthy state. The formulas have been created in synergy with the ritual of massage.

INNOVATIVE FORMULAS

Using advanced technology allows us to formulate highly performing products. The Naturaltech formulas contain phytochemicals, active biological compounds only found in plants, having exceptional antioxidant, anti-inflammatory properties. These properties also have an effect on human beings and are effective in countering free radicals.

SUPERACTIVES

These are concentrates that are extremely effective in treating specific conditions. As they are already highly active, the formulas do not require phytochemicals.

COMPLEX

The Complexes were introduced in the recently added formulations of the Energizing and Renewing families. These are innovative compounds consisting of phytochemicals and specific

high-performing active ingredients specifically designed for the treatment of the condition or preventive action targeted to each family. The Complexes are able to combine the beneficial effect of the plant-based extracts with the extraordinary efficacy of the latest generation raw materials

PROBLEM-SOLVING TREATMENTS

Naturaltech products have been designed to provide specific salon treatments. They can also be combined together to manage complex mixed conditions.

MASSAGES AND RITUALS

Naturaltech was created to be used in combination with treatments carried out with a massage ritual. In synergy with our products, a massage reactivates the blood stream, prepares skin for the benefits of the treatment and provides a sensory experience for customers.

SENSORIAL EXPERIENCE

The pleasant feeling of the treatments is enhanced by their scents, featuring unique fragrance notes. Latest-generation surfactants produce an incredibly creamy foam.

SUSTAINABLE PACKAGING

The packaging draws inspiration from the pharmaceutical world, as well as that of herbalists, featuring a collection of handmade drawings, which are symbolizing the function of each family. The containers are made with recycled plastic, while the cartons, where required, are made with FSC paper with no paint or glue to ensure greater biodegradability. The carbon dioxide emissions deriving from packaging production are offset through reforestation and woodland protection projects.





NATURALTECH IS CREATED BY A HARMONIOUS COMBINATION OF THREE ELEMENTS: NATURE, MANKIND AND TECHNOLOGY. WE COMBINED THE BEST RAW MATERIALS WITH CUTTING-EDGE RESEARCH TO PROVIDE MAXIMUM SCIENTIFIC INNOVATION WHILST ENHANCING THE ELEMENTS THAT NATURE GIVES US.

RENEWING

FOR MAINTENANCE OF THE WELL-BEING OF ALL SCALP AND HAIR TYPES AND PREVENTION OF AGEING



**RENEWING PRO BOOST
SUPERACTIVE**
500 ml



**RENEWING
SHAMPOO**
250 ml
1000 ml



**RENEWING CONDITIONING
TREATMENT**
250 ml
1000 ml



**RENEWING SERUM
SUPERACTIVE**
100 ml

ENERGIZING

ENERGIZING AND PREVENTATIVE FOR VARIOUS TYPES OF ALOPECIA
FOR FRAGILE SKIN AND HAIR PRONE TO FALLING OUT



ENERGIZING SHAMPOO
250 ml
1000 ml



ENERGIZING SEASONAL SUPER ACTIVE
100 ml



ENERGIZING SUPERACTIVE
100 ml



ENERGIZING GEL
150 ml



THICKENING TONIC
100 ml

CALMING

SOOTHES SKIN FOR SENSITIVE SCALP



CALMING SHAMPOO
250 ml
1000 ml



CALMING SUPERACTIVE
100 ml

NOURISHING

NOURISHING, HYDRATING, RESTRUCTURING, REBUILDING
FOR DRY AND DAMAGED SKIN AND HAIR



NOURISHING SHAMPOO
250 ml
1000 ml



NOURISHING RESTRUCTURING MIRACLE (IN SALONS ONLY)
1000 ml



NOURISHING VEGETARIAN MIRACLE CONDITIONER
250 ml
1000 ml



NOURISHING HAIR BUILDING PAK
250 ml



NOURISHING LIVING ENZYME INFUSION
100 ml



NOURISHING HAIR ROYAL JELLY SUPERACTIVE
6x8 ml

PURIFYING

ANTISEPTIC
FOR ALL TYPES OF DANDRUFF



**PURIFYING
SHAMPOO**
250 ml
1000 ml



**PURIFYING
GEL**
150 ml

WELL-BEING

HYDRATING, PROTECTIVE, ADDS TONE
IDEAL BETWEEN NATURALTECH TREATMENTS
SUITABLE FOR ALL SKIN AND HAIR TYPES.



**WELL-BEING
SHAMPOO**
250 ml
1000 ml



**WELL-BEING
CONDITIONER**
60 ml
150 ml
1000 ml

REBALANCING

WITH A REBALANCING ACTION
FOR SCALPS WITH OVER-
PRODUCTION OF SEBUM



**REBALANCING
SHAMPOO**
250 ml
1000 ml

DETOXIFYING

DETOXIFYING, REGENERATING AND REVITALIZING
FOR DULL SCALPS STRESSED BY EXTERNAL AND
ENVIRONMENTAL FACTORS



**DETOXIFYING
MUD
(IN SALONS ONLY)**
6x50 ml



**DETOXIFYING
SHAMPOO**
250 ml
1000 ml

REPLUMPING

ADDS STRENGTH AND BOUNCE TO ALL HAIR TYPES



**REPLUMPING
SHAMPOO**
250 ml
1000 ml



**REPLUMPING
CONDITIONER**
150 ml
1000 ml



**REPLUMPING
HAIR FILLER
SUPERACTIVE**
100 ml



**REPLUMPING
HAIR FILLER
SUPERACTIVE
(IN SALONS ONLY)**
1000 ml



OI

ABSOLUTE BEAUTY

OI is a product range dedicated to absolute beauty for all types of hair and skin. Striving to create balance between sensoriality, products with multiple benefits and efficacy. The assortment has immediate cosmetic effect from first use, respecting both mankind and the environment.

ADVANCED FORMULAS

All OI products contain Roucou Oil, coming from a plant in Amazonia with an antioxidant action and properties which counter free radicals. Extremely rich in beta carotene, which has a restructuring function on hair, Roucou Oil considerably reduces cellular damage due to UV rays, prevents ageing, preserves skin elasticity and is full of oligo elements and ellagic acid, which are highly effective in neutralising free radicals.

MULTIPURPOSE

Products with multiple benefits, designed to perform many functions.

RESULTS WITH ABSOLUTE BEAUTY

Hair that is easy to comb, bright, soft and protected. Softer skin. OI products are ideal for daily use or as a thoughtful gift offering authentic absolute beauty.

ELEGANT DESIGN AND SUSTAINABLE PACKAGING

The packaging features transparent effects with contrasting black and white designs. The carbon dioxide emissions deriving from the production are offset with reforestation and woodland protection projects.

THE ACTUAL MEANING OF THE NAME IS TO BE SOUGHT IN THE ANCIENT EASTERN KNOWLEDGE, WHERE LIFE IS IN HARMONY THROUGH THE BALANCE OF OPPOSITE FORCES; THE MALE AND FEMALE PRINCIPLE, TWIN OPPOSING COSMETIC FORCES, YING AND YANG.



OI SHAMPOO
90 ml
280 ml
1000 ml



OI CONDITIONER
75 ml
250 ml
1000 ml



OI HAIR BUTTER
250 ml
1000 ml



OI OIL
50 ml
135 ml



OI ALL IN ONE MILK
50 ml
135 ml



OI BODY WASH
280 ml



OI HAND BALM
75 ml

JOINING THE FORCES OF ANGELO SEMINARA'S CREATIVE DREAMS OF HIS IDEAL PRODUCTS AND OUR RESEARCH LABS' ABILITY TO TURN THEM INTO REALITY; YOUR HAIR ASSISTANT IS OUR SOLUTION TO THE DESIRE TO HAVE PERFECTLY BLOW-DRIED HAIR IN THE SALONS AND AT HOME.



PREP SHAMPOO
250 ml
900 ml



PREP MILD CREAM
200 ml
900 ml



PREP RICH BALM
200 ml
900 ml



BLOWDRY PRIMER
250 ml



SILKENING OIL MIST
120 ml



VOLUME CREATOR BRUSH



VOLUME CREATOR
9 g



DEFINITION MIST
200 ml



PERFECTING HAIR SPRAY
300 ml



MORE INSIDE

DESIGNING CREATIVE STYLING

'more inside' is a range of specific yet versatile products that can be used on their own or mixed and layered together. They are formulated to enhance styling and finishing performance. Each product provides hydration to hair, ensuring a long-lasting effect. The result is defined, bouncy hair without any product residue.

HIGHLY PERFORMING PRODUCTS

State-of-the-art formulas containing blends of interacting active ingredients. All products are very moisturizing and give elasticity or enhance texture based on the desired result, always without leaving residue.

HANDMADE DESIGN AND SUSTAINABLE PACKAGING

With the distinctive paper wrapping around products containing a message inside, each product stands out in its own unique way. The carefully selected materials make them easy to separate and recycle. The carbon dioxide emissions from production are offset with reforestation and woodland protection projects.

WITH 'MORE INSIDE' THE PRODUCTS HAVE CHOSEN TO SPEAK. THEY WHISPER THOUGHTS AND REFLECTIONS ON LIFE, TELLING US ABOUT THEMSELVES THROUGH WHAT THEY DO. EACH OF THEM HAS AN ESSENCE, THEIR OWN WAY OF LIVING AT DIFFERENT LEVELS, JUST LIKE US.



SHINE WAX
75 ml



FORMING POMADE
75 ml



**MEDIUM HOLD
FINISHING GUM**
75 ml



**STRONG
MOULDING CLAY**
75 ml



**STRONG
DRY WAX**
75 ml



TEXTURIZING
DUST
8 gr



TEXTURIZING
SERUM
150 ml



MEDIUM HOLD
MODELING GEL
250 ml



SEA SALT
SPRAY
250 ml



CURL BUILDING
SERUM
250 ml



OIL NON OIL
250 ml



INVISIBLE
SERUM
50 ml



RELAXING
MOISTURIZING FLUID
125 ml



STRONG HOLD
CREAM GEL
125 ml



MEDIUM HOLD
PLIABLE PASTE
125 ml



SHIMMERING
MIST
200 ml



VOLUME
BOOSTING
MOUSSE
250 ml



CURL
MOISTURIZING
MOUSSE
250 ml



DRY
TEXTURIZER
250 ml



INVISIBLE
NO GAS SPRAY
250 ml



STRONG
HAIRSPRAY
400 ml



MEDIUM
HAIRSPRAY
400 ml



EXTRA STRONG
HAIRSPRAY
400 ml